



Media information  
17 July 2023

### **BMW takes next step in an innovative project to create a luxurious brand experience in the heart of Tokyo.**

+++ Part two of the exclusive FREUDE by BMW pop-up gallery series  
+++ Combination of Japanese and Bavarian elements produces a unique oasis of calm  
+++ BMW showcases current electrified models and the new BMW Films production The Calm +++

**Munich.** FREUDE by BMW – THE GARDEN represents the second instalment of the pop-up gallery series initiated by the BMW Group in Tokyo. The new exhibition features a private cinema, a pop-up shop and a café, providing an island of tranquillity amid the hustle and bustle of the Japanese metropolis. And it also serves as a stage for the first public unveiling of the new BMW i5 M60 xDrive (electric power consumption, combined: 20.6 – 18.2 kWh/100 km in the WLTP cycle) in Japan. The location for the latest creation under the FREUDE by BMW banner is Omotesando, a district of the Japanese capital known for the exclusive cultural and shopping experiences it has to offer.

As well as the latest fully electric addition to its product range, the Bavarian premium carmaker will also be showing the fully electric BMW i7 luxury sedan in the new pop-up gallery. These two models will be available for test drives at the weekends during the nine-week-long event, alongside the BMW XM (petrol consumption, combined: 1.9 – 1.5 litres/100 km [148.7 – 188.3 mpg imp]; electric power consumption, combined: 33.6 – 32.5 kWh/100 km; CO<sub>2</sub> emissions, combined: 43 – 35 g/km in the WLTP cycle; figures for the NEDC cycle: – ) and the BMW iX.

"The pop-up gallery THE GARDEN provides renewed evidence of our drive to continuously push back boundaries and forge new luxury experiences. It highlights our commitment to artistic inspiration and technological progress, and captures the essence of BMW's vision for a sustainable and harmonious future," explains Jens Thiemer, Senior Vice President Customer & Brand BMW. "In this way, we are celebrating the values of passion, innovation and global cooperation shared by Germany and Japan. BMW's longstanding tradition of leadership in the automotive industry fits perfectly with the rich culture and forward-looking spirit of Tokyo. We are grateful for the warm embrace we have received from the people of Tokyo, and we look forward to developing our connection with this vibrant city and vibrant country even further."



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FREUDE by BMW – THE GARDEN blends elements from Japan and Bavaria with harmonious ease, creating a refreshing oasis and a welcome time-out from the buzzing energy all around. Developed under the direction of David Fischer, founder of Berlin luxury fashion magazine and culture consulting firm Highsnobiety, FREUDE by BMW gives visitors an experience that brings together cars, fashion and culture in an inimitable style.

Also part of the pop-up gallery's entertainment offering is the new BMW Films production *The Calm*, which celebrated its premiere at the 76th Cannes Film Festival and boasts both an illustrious international on-screen cast and star quality behind the camera. The storyline of this breathless spy thriller – which has Pom Klementieff and Uma Thurman in the leading roles – unfolds largely inside the new BMW i7.

The pop-up shop, meanwhile, stocks a specially curated selection from the BMW Lifestyle collection that will be available exclusively at FREUDE by BMW – THE GARDEN. The items in question will allow visitors to experience the diverse character of the BMW brand from a lifestyle perspective. Collaborations with local brand partners, such as the Tsutaya Bookstore, add further breadth to the range on offer.

The installation THE GARDEN sees the BMW Group turning the next page in its innovative FREUDE by BMW pop-up event series. The first physical expression of this fresh new concept was launched in March 2023 as part of an initiative to increase the number of BMW brand touchpoints in the heart of Tokyo. And now FREUDE by BMW – THE GARDEN is taking its place in a series of luxury brand experiences the Bavarian premium vehicle manufacturer is planning in the Japanese capital over the course of this and next year.

FREUDE by BMW – THE GARDEN will be open from 14 July to 17 September in Omotesando Crossing Park, Omotesando, Tokyo.



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The fuel consumption, CO<sub>2</sub> emissions, electric power consumption and operating range figures are determined according to the European Regulation (EC) 715/2007 in the version applicable. They refer to vehicles in the German market. Where a range is shown, the figures take into account the impact of any optional extras.

All values were calculated based on the new WLTP test cycle. WLTP values are taken as the basis for determining vehicle-related taxes or other duties based (at least inter alia) on CO<sub>2</sub> emissions as well as eligibility for any applicable vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures can also be found at [www.bmw.de/wltp](http://www.bmw.de/wltp).

Further information on official fuel consumption figures and specific CO<sub>2</sub> emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO<sub>2</sub>-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO<sub>2</sub> emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

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### The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.



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In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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